

Executive Proclamation

State of South Dakota

Office of the Governor

Whereas, Life insurance provides financial security for families by helping surviving family members meet immediate, ongoing, and future financial obligations and objectives; and,

Whereas, Surveys consistently indicate that the vast majority of Americans believe life insurance is an essential part of a sound financial plan; and,

Whereas, The unfortunate reality today is that 44 percent of U. S. households say they lack adequate life insurance protection; and,

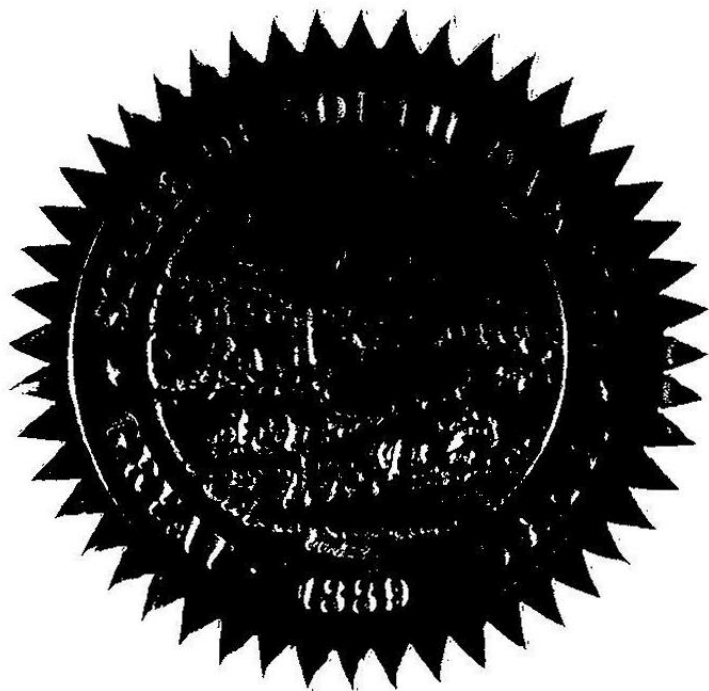
Whereas, When someone who provides for other family members dies prematurely, insufficient life insurance coverage often results in financial hardship for surviving family members; and,

Whereas, Determining how much and what kind of insurance to buy is one of the most important financial decisions consumers will ever make, individuals, families, and businesses can benefit greatly from the expert advice of a qualified life insurance professional:

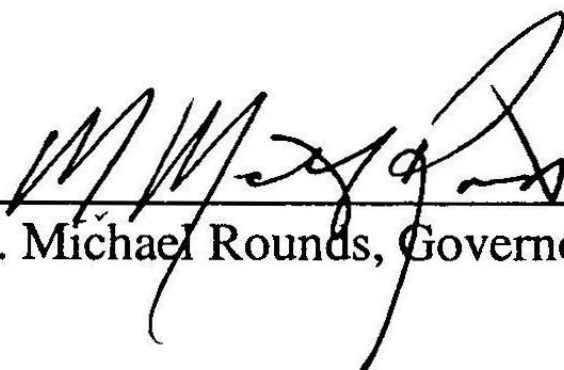
Now, Therefore, I, M. Michael Rounds, Governor of the state of South Dakota, do hereby proclaim February 3 - 9, 2008, as

LIFE INSURANCE WEEK

in South Dakota.



In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Ninth Day of January in the Year of Our Lord, Two Thousand and Eight.


M. Michael Rounds, Governor

Attest:


Chris Nelson, Secretary of State